

"How Can I Buy MORE Bonds?"

...you say

Only by winning a Battle
inside Yourself!

THERE'S a struggle within yourself that must be won... that you... that I... that every one of us must fight and win if we are to make this Fourth Liberty Loan a success worthy of the boys we shipped to France.

It is not a struggle of patriotism... but of self-indulgence!

Somewhere, if the country is to raise this \$6,000,000,000, there must be sacrifice and self-denial... for we can not raise this sum without disturbing our normal mode of life.

And is it to be our boys in France who suffer... who must fight on with less backing than they need? Is the sacrifice to be thrown upon our industries that are already giving to the limit? Are you looking to the banks to take up the slack and block themselves from helping our industries later? Or is the sacrifice to fall upon US and our homes?

That is the battle you must fight—inside yourself—with your own conscience.

Will you fight it... and CAN you win it? On that the success of this Fourth Liberty Loan rests.

Of course, you want to buy Liberty Bonds... but how many of you who read this page have already said to yourself: "Well, I

can't buy as many Bonds as I'd like to. I am saving all I can now... and anyhow, the Loan is sure to go over the top"?

That's not so! You are needed and you CAN save more.

How far have you cut into your own personal indulgences? How much have YOU sacrificed? And how much have you made your family sacrifice for your country's sake?

And how much are you willing to sacrifice of your own everyday comforts... of those little pleasures and customs of life that you think you are STILL entitled to because you haven't been called into the Army to fight? There's a way of finding out... a way of figuring how many extra bonds you CAN buy... if you are willing to make a few daily sacrifices for the boys whose being in France lets you live softly here at home.

Inventory your own personal indulgences. Pick such items as are non-essential to you. Figure up how much you spend on them a week. Multiply that by 52 weeks in the year... and buy that many more Bonds. Turn the weekly savings into weekly payments on MORE Bonds... for surely if a man can give his life for you, you can give up some of your pleasures for him!

Take your pencil now and make a list of your self-indulgences. Ask your wife to make another of her own and for the children.

Then check the lists for expenditures that *might*—

Buy More Liberty Bonds!!

This space contributed to winning the war by

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